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## THE ELEVATOR PITCH

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You should be able to articulate what your venture and your brand is all about in a single **10-second sentence**. This sentence contains all the most meaningful elements of a brand statement, courtesy of Marty Neumeier.

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IS THE ONLY

\_\_\_\_\_

*WHAT (the category)*

THAT

\_\_\_\_\_

*HOW (point of differentiation)*

FOR

\_\_\_\_\_

*WHO (the consumer target)*

IN

\_\_\_\_\_

*WHERE (marketing geography)*

WHO

\_\_\_\_\_

*WHY (the need state)*

IN THE ERA OF

\_\_\_\_\_

*WHEN (underlying trend)*

Courtesy of IDEO BRAND TOOLKIT